

# Magnolia School District

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TO: The Federal Communications Commission

FROM: Magnolia School District

RE: CC Docket No. 02-06

DATE: September 16, 2008

The Magnolia School District hereby lends its strong support to the proposed addition of “telephone broadcast messaging” to the list of services eligible for support under the schools and libraries (“E-rate”) program.

It is well-settled that improving communications between and among educators, students, and parents can play a vital role in improving educational performance in elementary and secondary schools. Telephone broadcast messaging offers significant advantages and benefits over the less efficient means which schools traditionally used to reach out to students and parents, such as hand-delivered written notices and phone tree messages.

For example, telephone broadcast messaging is typically used as a means of contacting parents regarding absent or truant students, thereby facilitating increased classroom attendance. Telephone broadcast messaging can also be used to notify and inform parents of testing schedules, parent/teacher conferences, and to otherwise increase participation by parents in their children’s education.

A further and significant benefit of telephone broadcast messaging is that it can provide an important emergency response resource in the event of weather-related events, health or other civil emergencies, or other incidents that require schools to lock down or transfer students to safe locations.

In enacting the E-rate program in 1996, Congress recognized that many schools and libraries have limited resources that constrain their access to emerging technologies that can enhance and support their educational mission. Telephone broadcast messaging, which allows schools to more efficiently and effectively communicate with students and parents, is a prime example of such an emerging technology and should be included within the E-rate program’s list of eligible services.

Sincerely,

Richard Schwartz

Director of Maintenance, Operations and Transportation